

Amendments to the Claims

The following listing of claims will replace all prior versions, and listings, of claims in the above-identified patent application.

Listing of Claims

1. (currently amended) A method for displaying an advertisement in an electronic program guide (EPG) comprising the steps of:

 storing television schedule information in a database;
 receiving advertisement information;
 modifying, at a user equipment, a portion of the received advertisement information to include a portion first subset of the stored television schedule information to form a modified advertisement;

 displaying, in a schedule guide region of a screen, a plurality of television schedule listings ~~in a first area of a screen~~ comprising a second subset of the stored television schedule information, wherein the second subset of stored television schedule information is different than the first subset of stored television schedule information; and

 displaying the modified advertisement in a ~~second~~ region of the screen outside the schedule guide region.

2. (previously presented) The method of claim 1, wherein the receiving, modifying, and both displaying steps are performed in substantially real time.

3. (original) The method of claim 1, wherein the

receiving step comprises receiving promotional information about a future television program.

4. (original) The method of claim 1, wherein the receiving step comprises receiving promotional information about a currently telecast television program.

5. (original) The method of claim 1, wherein the receiving step comprises receiving promotional information about one or more of a product and a service.

6. (previously presented) The method of claim 1, wherein the storing step comprises storing a program description and the modifying step comprises combining a portion of the received advertisement information with the stored program description.

7. (previously presented) The method of claim 1, wherein the storing step comprises storing a program telecast time and the modifying step comprises combining a portion of the received advertisement information with the stored program telecast time.

8. (previously presented) The method of claim 1, wherein the storing step comprises storing a web site address and the modifying step comprises combining a portion of the received advertisement information with the stored web site address.

9. (previously presented) The method of claim 1, wherein the storing step comprises storing information related to a geographical location and the modifying step comprises combining a portion of the received advertisement information with the information related to a geographical location.

10. (previously presented) The method of claim 1, wherein the storing step comprises storing information related to a television viewer and the modifying step comprises combining a portion of the received advertisement information with the information related to a television viewer.

11. (previously presented) The method of claim 1, wherein the storing step comprises storing information related to rotating advertisement information in the EPG and the modifying step comprises combining a portion of the received advertisement information with the information related to rotating advertisement information.

12. (original) The method of claim 11 further comprising displaying the advertisement information in the EPG based on the rotating information.

13. (original) The method of claim 3, wherein the promotional information is a video preview related to the future television program.

14. (previously presented) The method of claim 5,

wherein the promotional information is a video preview related to the one or more of the product and the service.

15. (currently amended) The method of claim 1 further comprising the steps of selecting the ~~displayed information modified advertisement~~ using a pointing device and activating a function related to the selected ~~information modified advertisement~~.

16. (currently amended) The method of claim 15, wherein the step of activating a function comprises linking to a web site based on an address related to the selected ~~information modified advertisement~~ and displaying more information from the web site.

17. (currently amended) The method of claim 15, wherein the step of activating a function comprises displaying ~~more detail~~ information related to the selected ~~information modified advertisement~~.

18. (original) The method of claim 15, wherein the step of activating a function comprises scheduling a future television program for recording.

19. (original) The method of claim 15, wherein the step of activating a function comprises tuning to a currently telecast television program.

20. (currently amended) A method for modifying an

advertisement in an electronic program guide (EPG) comprising the steps of:

 storing television schedule information in a first database;

 storing advertisement information in a second database;

 overlaying, at a user equipment, a portion first subset of the television schedule information from the first database onto a portion of the advertisement information from the second database to form a modified advertisement;

 displaying, in a schedule guide region of a screen, a plurality of television schedule listings in a first area of a screen comprising a second subset of the stored television schedule information, wherein the second subset of stored television schedule information is different than the first subset of television schedule information; and

 displaying the modified advertisement in a second region of the screen that is outside the schedule guide region.

21. (original) The method of claim 20, wherein the storing advertisement information step comprises storing promotional information about a future television program.

22. (original) The method of claim 20, wherein the storing advertisement information step comprises storing promotional information about a currently telecast television program.

23. (original) The method of claim 20, wherein the

storing advertisement information step comprises storing promotional information about one or more of a product and a service.

24. (previously presented) The method of claim 20, wherein the storing schedule information step comprises storing a program description and the overlaying step comprises overlaying the stored program description onto a portion of the stored advertisement information.

25. (previously presented) The method of claim 20, wherein the storing schedule information step comprises storing a program telecast time and the overlaying step comprises overlaying the stored program telecast time onto a portion of the stored advertisement information.

26. (previously presented) The method of claim 20, wherein the storing schedule information step comprises storing a web site address and the overlaying step comprises overlaying the stored web site address onto a portion of the stored advertisement information.

27. (previously presented) The method of claim 20, wherein the storing schedule information step comprises storing information related to a geographical location and the overlaying step comprises overlaying the information related to a geographical location onto a portion of the stored advertisement information.

28. (previously presented) The method of claim 20, wherein the storing schedule information step comprises storing information related to a television viewer and the overlaying step comprises overlaying the information related to a television viewer onto a portion of the stored advertisement information.

29. (currently amended) The method of claim [[1]] 20, wherein the storing schedule information step comprises storing information related to rotating advertisement information in the EPG and the overlaying step comprises overlaying the information related to rotating advertisement information onto a portion of the stored advertisement information.

30. (original) The method of claim 29 further comprising displaying the advertisement information in the EPG based on the rotating information.

31. (original) The method of claim 21, wherein the promotional information is a video preview related to the future television program.

32. (previously presented) The method of claim 23, wherein the promotional information is a video preview related to the one or more of the product and the service.

33. (original) The method of claim 20 further comprising the steps of selecting the displayed advertisement

using a pointing device and activating a function related to the selected advertisement.

34. (original) The method of claim 33, wherein the step of activating a function comprises linking to a web site based on an address related to the selected advertisement and displaying more information from the web site.

35. (currently amended) The method of claim 33, wherein the step of activating a function comprises displaying ~~more detail~~ information related to the selected advertisement.

36. (original) The method of claim 33, wherein the step of activating a function comprises displaying a video preview related to the selected advertisement.

37. (original) The method of claim 33, wherein the step of activating a function comprises scheduling a future television program for recording.

38. (original) The method of claim 33, wherein the step of activating a function comprises tuning to a currently telecast television program.

39. (currently amended) An interactive electronic program guide (EPG) system comprising:

a first database for storing television schedule information;

a second database for storing advertisement data

information, wherein a portion of the advertisement information stored in the second database is modified, at a user equipment, to include a portion first subset of the television schedule information stored in the first database to form an updated a modified advertisement; and

a display screen for configured to:

display, in a schedule guide region of the screen, a plurality of television schedule listings comprising a second subset of the stored television schedule information, wherein the second subset of stored television schedule information and the first subset of stored television schedule information are different; and

display, in a region of the screen outside the schedule guide region, in a first area of a screen and the updated modified advertisement in a second area of the screen.

40. (currently amended) The EPG of claim 39, wherein the advertisement data information is promotional information about a future television program.

41. (currently amended) The EPG of claim 39, wherein the advertisement data information is promotional information about a currently telecast television program.

42. (currently amended) The EPG of claim 39, wherein the advertisement data information is promotional information about one or more of a product and a service.

43. (currently amended) The EPG of claim 39, wherein

the first database includes a program description for combining a portion of the advertisement data information with the stored program description.

44. (currently amended) The EPG of claim 39, wherein the first database includes a program telecast time for combining a portion of the advertisement data information with the stored program telecast time.

45. (currently amended) The EPG of claim 39, wherein the first database includes a web site address for combining a portion of the advertisement data information with the stored web site address.

46. (currently amended) The EPG of claim 39, wherein the first database includes geographical location data for combining a portion of the advertisement data information with the stored geographical location data.

47. (currently amended) The EPG of claim 39, wherein the first database includes information related to a television viewer for combining a portion of the advertisement data information with the information related to a television viewer.

48. (currently amended) The EPG of claim 39, wherein the first database includes information related to rotating advertisement information in the EPG for combining a portion of the advertisement data information with the information related to rotating advertisement information.

49. (original) The EPG of claim 40, wherein the promotional information is a video preview related to the future television program.

50. (original) The EPG of claim 42, wherein the promotional information is a video preview related to the one or more of a product and a service.

51. (original) The EPG of claim 39 further comprising an input device for selecting the displayed advertisement and activating a function related to the selected advertisement.

52. (original) The EPG of claim 51, wherein the input device activates a function to link to a web site based on an address related to the selected advertisement.

53. (currently amended) The EPG of claim 51, wherein the input device activates a function to display ~~more detail~~ detailed information related to the selected advertisement.

54. (original) The EPG of claim 51, wherein the input device activates a function to schedule a future television program for recording.

55. (original) The EPG of claim 51, wherein the input device activates a function to tune to a currently telecast television program.

56. (original) The EPG of claim 51, wherein the input device activates a function to display a video preview related to the selected advertisement.

57. (currently amended) A computer readable medium having stored thereon a set of instructions including instruction for displaying an advertisement in an electronic program guide (EPG), the instructions, when executed by a microprocessor, cause the microprocessor to perform the steps of:

storing television schedule information in a database;
receiving advertisement information;
modifying, at a user equipment, a portion of the received advertisement information to include a portion a first subset of the stored television schedule information to form a modified advertisement;

displaying, in a schedule guide region of a screen, a plurality of television schedule listings in a first area of a screen comprising a second subset of the stored television schedule information, wherein the second subset of stored television schedule information is different from the first subset of stored television schedule information; and

displaying the modified advertisement in a second area of the screen that is outside the schedule guide region.

58. (currently amended) A computer readable medium having stored thereon a set of instructions including instruction for modifying an advertisement in an electronic

program guide (EPG), the instructions, when executed by a microprocessor, cause the microprocessor to perform the steps of:

storing television schedule information in a first database;

storing advertisement information in a second database;

overlaying, at a user equipment, a portion first subset of the television schedule information from the first database onto a portion of the advertisement information from the second database to form a modified advertisement;

displaying, in a schedule guide region of a screen, a plurality of television schedule listings in a first area of a screen comprising a second subset of the stored television schedule information, wherein the second subset of stored television schedule information is different from the first subset of stored television schedule information; and

displaying the modified advertisement in a second area of the screen that is outside the schedule guide region.

59. (currently amended) The method of claim 1 wherein modifying a portion of the received advertisement information to include a portion first subset of the stored television schedule information comprises overlaying the stored television schedule information onto the received advertisement information.

60. (currently amended) The method of claim 1 wherein modifying a portion of the received advertisement information to include a portion first subset of the stored television schedule

information comprises replacing a text portion of the received advertisement information with the stored television schedule information.

61. (currently amended) The method of claim 1 wherein modifying a portion of the received advertisement information to include a portion first subset of the stored television schedule information comprises replacing a graphic portion of the received advertisement information with the stored television schedule information.